



Fall Challenge Sale

Another List of Unequaled Bargains for the Second Day of the Great Challenge Sale!

That there shall be no let-up to the buying enthusiasm of this wonderful sale event we have planned equally as attractive values for Thursday as those which brought such an overwhelming response today. To the alluring price-inducements which hold forth in every department of "The Dependable Store" during this mammoth underselling occasion are coupled reliable qualities and fresh, new styles—a combination you can hardly resist. It is impossible to advertise all the extraordinary values, but those who come tomorrow will find every section filled to overflowing with unexampled economies. Just read over this page of money-savers.

No mail or phone orders filled for Challenge Sale items.

STORE HOURS: Open at 8:45; Close at 5:45

IT PAYS TO DEAL AT GOLDENBERG'S
Goldenberg's
SEVENTH AND K "THE DEPENDABLE STORE"

25c to 39c Turkish Towels 16c

Challenge Sale Price
A sale that should bring an early crowd of buyers to take advantage of this opportunity to replenish their needs at rare savings. Extra fine quality heavy weight Turkish Towels, made of double thread, in hemmed and unhemmed styles. Also with fringed ends. Note the size—22x48 inches. They're mill seconds, but the defects are hardly noticeable and certainly do not affect the wearing quality.

Began Today Continued Tomorrow The Great
TEN DOLLAR SALE of

Women's New Tailored Suits

Actual Values Up to \$25.00 In the
Challenge Sale Tomorrow at . . .

\$10

Seeing is believing. Cold type won't do this suit sale full justice. You must come tomorrow and see for yourself the beautiful styles and excellent qualities offered in this wonderful TEN DOLLAR SALE to get an adequate idea of the unmatched values.

Not a lot of odds and ends, but a splendid collection of brand-new, up-to-the-minute styles, every one bearing the unmistakable mark of correct style and good quality. To get together such a lot of suits to sell at this astonishingly low price has taken a month of hard work and we are content to leave it to you how well we have succeeded in bringing to Washington women the greatest suit bargains ever offered in a similar sale.

Suits of fine quality materials, in greatest demand this season, including Fur-Trimmed Poplin, Fur-Trimmed Gabardine, Fur-Trimmed Whipcord, Velvet-Trimmed Serge, Plain Tailored Gabardine and Novelty Mixtures, in scores of the smartest and most becoming models.

Styles include new Sport Suits, Skating Suits, Military Effects, Box Coats, New Norfolk, Russian Blouses, and plenty of the wanted plain tailored models. Every leading color and black to choose from. A complete range of sizes for misses and women.



A Remarkable Challenge Sale of
New Trimmed Hats

Values \$5.00 to \$7.00

At **\$2.98**



Our milliners have produced some of the loveliest styles shown this season for tomorrow's Challenge Sale of Trimmed Hats. Come and see what wonderful values you can secure at this little price.

High-class, latest moment styles of genuine Lyons' silk velvet, in black, brown, cerise, red, and white, in the chic small and medium size Sailors, Draped Turbans and Toques, as well as charming styles in Fur-trimmed Hats, in small, medium, and large shapes.

Lot of Fine Trimmings, including beautiful Velvet Roses in all colors: Fur Pom Poms, Aigrette Effects, Wings, and a large assortment of Fancy Feathers, in black, white, and colors. Values up to \$1.00. Challenge Sale price, . . . 25c

Ostrich Plumes and large Ostrich Pom Poms, in black, white, and black-and-white. Regular price, \$1.48. Challenge Sale price, . . . 79c

Women's \$15.00, \$18.00 and \$20.00
Sample Silk Dresses

At **\$6.75**

For the great Challenge Sale we have obtained a lot of "Sample" Silk Dresses from one of New York's leading makers and a surplus lot of Dresses from another manufacturer, which we offer for the first time tomorrow at a fraction of regular prices. There are Dresses for every occasion—

Pretty Afternoon Frocks
Chic Street Dresses
Stylish Tailored Dresses

Materials include Crepe de Chine, Chiffon Taffeta, Charmeuse, Satin Duchesse, Satin Messaline, Striped and Plaid Taffeta, and pretty combinations of silk and satin with Chiffon, Georgette Crepe, and fine Serge.

The latest-moment styles, showing the favored Redingote, Tunic and Draped models, in Battleship Gray, Brown, Copenhagen, Prune, French Blue, Navy Blue and Black. Sizes 16 and 18, for misses, and 34, 36 and 38 for women.



Infants' 35c and 50c Stockings 23c
Challenge Sale Price . . .

They're samples and surplus lots from the makers of the famous "Onyx" Hosiery—a brand that is universally known for its style, quality, and service. Now is the time to buy your little one's Winter Hosiery, when you can make these decided savings.

The lot consists of fine ribbed Cassimere and Silk-and-wool stockings, made with Full-fashioned and Seamless foot; some with silk heel and toe. Sizes up to 6½, to fit little children up to 4 years.

Choice of black, white, tan, sky, red, and pink.

Women's Medium-weight Cotton Hosiery, full-fashioned foot, double sole, high spliced heel and toe, garter tops. Regular 25c values. . . 17c

Women's Lisle Hosiery, full-fashioned foot, double sole, high spliced heel and toe; garter tops. Black and colors. Worth up to 50c pair. Challenge Sale price. . . 15c

Women's Pure Silk Hosiery, full-fashioned foot, double sole, high spliced heel and toe; garter tops. Fancy embroidered effects; also clocks, in fast black only. Subject to slight imperfections. Regular \$1.00 and \$1.50 values. Challenge Sale price. . . 69c

Women's Fast Black Fiber Silk Hosiery, seamless foot, double heel and toe, lisle garter tops; slightly imperfect. Regularly 25c pair. Challenge Sale price. . . 12½c

Women's Medium-weight Cotton Hosiery, seamless foot, double heel and toe; hemmed or ribbed tops. Past black and tan. Regular 12½c values. Challenge Sale price. . . 7½c

Children's Fine Ribbed Stockings, seamless foot, double heel and toe; black and colors. Regular 15c values. Challenge Sale price. . . 9c

All-Wool Storm Serge

Full 50 Inches Wide,
Regular 75c Quality at

49c

Serges are among the most favored fabrics for Fall and Winter wear—nothing more serviceable or desirable for suits and skirts.

Tomorrow we place on sale a 50-inch all-wool Storm Serge, hard-twisted double twill quality, sold regularly at 75c a yard, for 49c—a Challenge Sale saving you cannot afford to overlook. Comes in black, navy blue, and Belgian blue.

44-inch All-wool Prunella, a rich satin face, fine twill quality; in black, navy, and midnight blue. African brown, Italian green, and other wanted colors. Regular price \$1.00 yard. Challenge Sale price. . . 63c

40-inch Black Silk and Wool Poplin, a superior high grade quality, silk lustrous grade; rich jet black. Regular price \$1.00 yard. Challenge Sale price. . . 59c

54-inch Imported Chiffon Broadcloth, an extra rich satin face quality, sponged and shrunk, ready for the needle. Included are all the scarce and wanted shades, such as navy blue, midnight blue, African brown, Russian green, Belgian blue, prune, etc. Regular price, \$2.50 yard. Challenge Sale price. . . \$1.69

Another Rousing
Challenge Sale of Men's and Young Men's

WINTER OVERCOATS
Regular \$15.00 \$8.75
Values at . . .

Still another example of the Challenge Sale's money-saving power—an offering for Thursday of men's and young men's stylish Overcoats at the lowest price ever named for such good quality and correct style.

Made of good quality, serviceable materials, in dark browns, greens, and oxford effects. Latest models, in form-fitting and box back; one-eighth lined and sleeve linings. Full French facings, and finished with velvet or self-cloth collars. Regular or patch pockets.

Sizes 17 to 20 years for young men, and 34 to 42 for men.

Lot of Men's Suits of Worsted Materials, in neat dark patterns; including overalls and checks. Well tailored and perfect fitting. Sizes 34 to 44. Regular \$12.50 values. . . \$7.75

Men's Separate Pants, in medium and heavy-weight Cassimeres, of plain oxford gray and neat stripes. No better sold anywhere for less than \$2.50 pair. Challenge Sale price. . . \$1.49

Men's Clothing Dept.—Fourth Floor.



81x90 Seamless Bleached Sheets
Regular 75c Value at

49c

A Challenge Sale offering of 50 dozen Seamless Bleached Sheets, 81x90 full double-bed size, at a third below regular cost. Made of superior quality linen-finish sheeting cotton, with 3-inch hem. Free from dressing. Regular 75c quality at 49c each.

Crochet Bed Spreads, extra double bed size; heavy raised Martell patterns. Regular price, \$1.50. Challenge Sale price. . . \$1.05

48x36 Bleached Pillow Cases, extra fine quality; pillow case cotton. Worth 12c each. Challenge Sale price. . . 9¾c

Boys' Blue Serge Suits
Guaranteed All Wool
Regular \$7 Value at

\$4.75

Boy's navy blue pure worsted Serge Suits, of good, heavy-weight for winter wear. Just the suit for dress and school. Correct Yoke Norfolk model with Knickerbocker pants; well tailored and perfect fitting garments, in all sizes from 7 to 18 years.

Every suit positively worth \$7.00. A great Challenge Sale value at \$4.75.

Boys' The White Blouse Waists, the famous "Mother's Friend" Brand. Fresh laundered styles, with neckband. Sizes 8 to 16 years. Challenge Sale price. . . 59c

A Rug Sensation

\$25.00 Wilton Velvet and
Axminster Rugs, 9x12 Ft. Size, **\$15.85**

One of the Challenge Sale's biggest value offerings—9x12 ft. Axminster and Seamless Wilton Velvet Rugs, all strictly perfect quality, in a choice range of patterns, including medallion, conventional and floral designs, and best color combinations. Close-woven, deep-pile fabrics of the most serviceable grade. Specially priced for the Challenge Sale at \$15.85.

\$10.00 Brussels Rugs, 6x9 Feet Size at

\$5.65

6x9 ft. Small Room Size Seamless Wool Brussels Rugs, in floral, medallion and conventional patterns, and a variety of desirable colorings. A great Challenge Sale value at \$5.65—regularly \$10.00. Rug Department—Fourth Floor.



This Coupon and 55c

for 35c nickel-plated Alarm Clock, with clear dial and loud alarm. Every one guaranteed. (T)



This Coupon and 17c

for 20c Inverted Gas Light with brass fixture, all complete ready to attach. Basement. (T)

The Apron Dresslet

A Practical House Garment, Made to
Sell at 75c, for

44c

Last lot we had of these Apron Dresslets were sold out in half a day. Bigger quantity on sale tomorrow, but judging from last week's big selling the entire lot will be quickly disposed of.

The Apron Dresslet is a new idea—looks like a house dress, yet is on or off like an apron. Has these features: Adjustable waist band, buttons all the way down the front, new style sleeves, patch pockets and braid trimmings.

Made of good quality Gingham and Chambray, in neat checks, plain and trimmed effects.

Bargain Table, First Floor, and House Dress Section, Second Floor.

36-in. Imported Satin Messaline

Regular 89c Quality at a Challenge Price

55c

In the face of a rising silk market we can offer these stylish Satin Messalines at a price far below their real worth—a typical Challenge Sale bargain that should bring an early crowd of buyers here tomorrow to share the unusual savings.

Full 36 inches wide Imported Satin Messaline, all pure silk quality, with rich satin-face—one of the most desirable silks for street and evening wear. In black and a large assortment of wanted colors. Challenge Sale price, 55c yard.

36-inch Black Satin Duchesse, all pure silk, rich satin-face grade; extra heavy weight. Regular price \$1.00 yard. Challenge Sale price. . . 69c

36-inch Fattie Francine, pure silk, rich lustrous quality; extra heavy grade; in navy blue and black. Regular price \$1.50 yard. Challenge Sale price. . . 89c

36-inch Stripe Satin Messaline, extra heavy satin-face quality, in navy blue, brown, and green; grounds, with neat colored stripes. Regular price 89c yard. Challenge Sale price. . . 49c

10c Outing Flannels At 6c Yd.

27-inch Outing Flannel, in pink and light blue stripes and checks, good weight and soft fleece nap quality; for making women's and children's winter garments. A wonderful Challenge Sale price at 6c a yard.

26-inch White Double-face All-wool Ruzerown, correct weight and texture for evening wraps and children's coats and carriage robes. Regular price, \$1.00 yard. Challenge Sale price. . . 69c

27-inch Dress Gingham, in stripes, checks, plaids and plain colors; colors guaranteed fast. Regular price, 10c yard. Challenge Sale price. . . 6¾c

Women's \$2.50, \$3 and \$3.50 High Shoes

Challenge Sale Price

\$1.45

We have planned this sale to be one of the biggest and best features of tomorrow's Challenge Sale. There are over 500 pairs of Women's High Shoes in this lot, comprising the broken lots and remainders of regular stock; all of which are offered at the lowest price named for such excellent quality footwear.

Button, Blucher and Lace styles, of Patent Colt, Gun Metal, Vici Kid, and Tan Leathers, with cloth or leather tops. High or low heels. Good serviceable kinds and desirable lasts. Not all sizes in every style, but all sizes from 2½ to 8 in the lot.

Challenge Prices on Curtains

88c Worth \$1.50 and \$1.88 Worth \$3.00, \$3.50
\$1.75 Pair and \$4.00 Pair

The greatest values our lace curtain department ever offered. Strictly perfect quality, brand-new curtains in up-to-date styles of novelty weaves and heavy worked designs. Choice of white, ivory, ocre, and Arabian shades. They are 2½, 3, and 3½ yards long.

\$1.50 and \$1.75 grades at 88c a pair.
\$3.00, \$3.50, and \$4.00 grades at \$1.88 a pair.

\$1.50, \$1.75 & \$2 Blankets
Tomorrow at \$1.00 a Pair

These excellent quality, warm and serviceable blankets can be sold so much below regular cost, because they are classed as seconds, but the defects are very slight, and do not hurt the wear or appearance. Soft fleece wool finish, in white, tan, or gray, extra large sizes—66x80 and 72x80. Challenge Sale price, ONE DOLLAR A PAIR.

\$4 Fine Wool Blankets, Pair at \$2.88

Fine quality Wool Blankets, large double bed size in white or gray, with various color borders. Finest French combed fleece finish that will not become "knotty" after washing. Challenge Sale price, pair. . . 9c

Crib Blankets, in white with pink or blue borders; size 29x37½. Soft fleece nap. 19c value at. . . 9c

8-quarter size Reversible Tapestry Table Covers, in two-tone and combination colors. Worth \$1.25. . . 69c

Boys' and Girls' 50c Gauntlet Gloves

Challenge Price, 37c

Warm and stylish Gauntlet Gloves, for boys and girls. Choice of black, tan and gray, with soft fleece lining. Just the kind wanted for winter wear. Glove Dept.—First Floor.

59c Rag Rugs, 35c

25x36 Reversible Rag Rugs, in "hill or mine" patterns with arrow design borders. Light and dark colors. Suitable for the bath or living room. Fourth Floor.

9x12 ft.
Matting Rugs
Regularly \$4, at

\$1.79

Made of close woven 150-warp smooth finish straw Japanese Matting—no cheap, flimsy grade usually advertised at similar low prices. 9x12 ft. larger room size, in light and dark colors, showing attractive floral and oriental patterns. Fourth Floor.